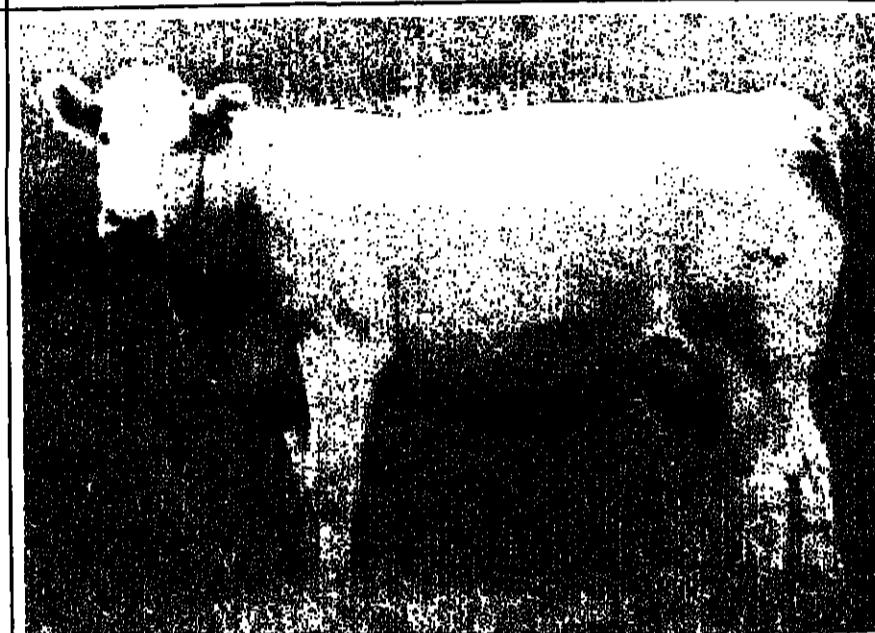


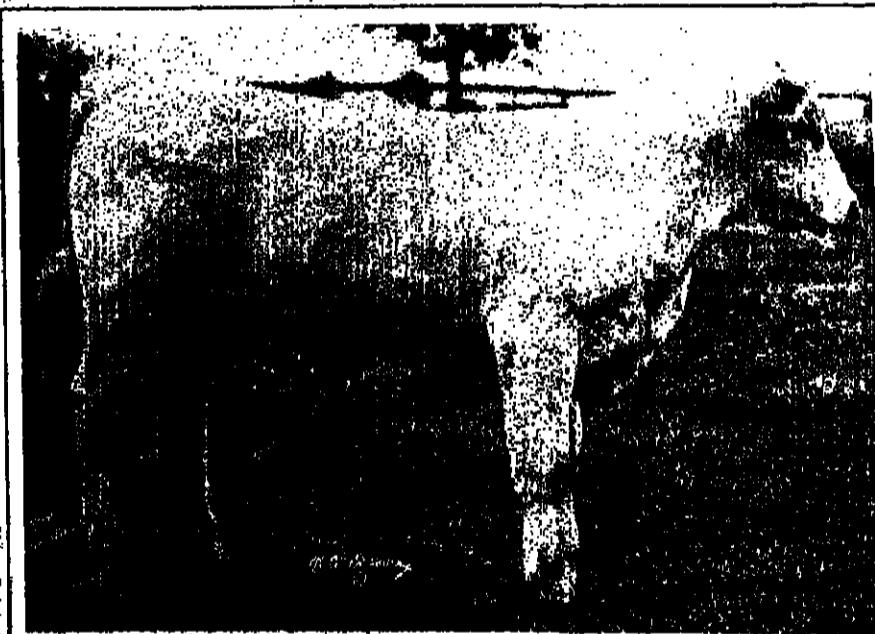


## Featuring the BLEND Avignon FR 31—Courage in the Double Hook Tradition

January 22, 1981



ANKONY SHADOW ISLE GENETIC CENTER  
BENNETT, COLORADO — 7:00 p.m.



**25  
Lots**  
**PLUS  
10 Lots**

from selected consignors, each a Double Hook customer, providing females and herd sire prospects of Avignon and Courage breeding.

From the herds of  
**BAUMAN RANCH** — Carpenter, Wyo.  
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**KLINGLESMITH'S LK RANCH** — Meeker, Colo.  
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**DOUBLE HOOKS AVIGNON P 0100 (polled)**

A smooth, double polled son of DH Sculptor (Polled). He is a linebred Avignon FR 31 son with 10 polled ancestors in his pedigree. His dam is a smooth polled highly productive daughter of XXI Century.

AUCTIONEER: Bill Lefty

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**THE BLEND:** Double Hooks' strong Avignon FR 31 linebreeding program blended with more growth and performance from the Courage outcross. This blend has resulted in one of the most talked-about crosses in the breed today, from conformation and performance to efficiency and dependability.

Double Hook ranch has the largest pool of Avignon breeding anywhere, and is described by many as the breed's strongest genetic line. They're the Cowman's Kind in the Double Hook Tradition.

(Continued on page 5)

# Special Edition 1

## WESTERN LIVESTOCK JOURNAL

A CROW PUBLICATION

News • Trends • Sales • Shows • Markets

January 19, 1981

Central Edition

Vol. 60, No. 12

Position paper submitted:

## Meat men advise new administration

**Comments**  
An industry position paper submitted to U.S. President-elect Ronald Reagan's agricultural advisers recommends the incoming administration revise policy in five areas of concern to livestock and meat producers, reports Commodity News Service (CNS).

The paper was written by Roy Kepply, past president of the National Pork Producers Council and former chairman of the Meat Board's Pork Producers Council, and Richard McDougal, former National Cattlemen's Assn. president.

The document urges the new administration to devote more funds to research aimed at improving livestock production efficiency and to intensify foreign animal disease research and control efforts. It also urges the government to limit its credit to livestock producers to emergency situations, thus avoiding subsidizing inefficient producers.

The paper calls for tax incentives to spur capital investment, including the expansion of federal tax incentives to include all

The election did not, of course, eliminate two major issues extremely important to livestock producers and the animal health industry: Sensitivity of Method (SOM) and Cyclic Review. The FDA could not put the two proposals into effect before the inauguration of President Reagan, and it will be some time before the new administration can get a handle on such complex and controversial proposals—even if ultimately they are inclined to go ahead with them.

The present Food and Drug Commissioner, Jere Goyen, is expected to tender his resignation, perhaps to depart before his successor is named. After the last Democrat-to-Republican turnover of the White House, it took almost a year to install a new commissioner. It now appears that Dr. Gerald Guest will remain an acting director of the Bureau of Veterinary Medicine (BVM) until well into the new year.

Apart from the controversial SOM and Cyclic Review issues, it would seem that the "routine" business of BVM—particularly and most importantly the approval of new animal health and growth products—could and should move forward without interruption, mainly because their approvals are supposed to depend on science rather than politics.

(Continued on page 5)

buildings and facilities used in agricultural production.

It also urged modifications in estate tax laws to prevent the need for forced liquidation of family farms or ranches to pay such taxes.

The paper said USDA should strike a balance between producer and consumer interest in policy decisions.

"There is no doubt that consumer interests and needs can be served within USDA, but not by making food production subservient to consumer interest," the paper said.

USDA should work to emphasize consumer understanding of modern food production systems and should work to build public confidence in the whole.

(Continued on page 6)

**STUBBORN CUSTOMER** — Life isn't always easy on the stock show circuit, as this stockman found out last week during the National Western Stock Show, Denver. His reluctant calf eventually agreed to get out and have a look around, but not after some rough bargaining. (Staff photo by Patti Thorn)

Promises to serve ag interests:

## Block headlines Farm Bureau talks

By MARTHA WILLIAMS

Secretary of Agriculture-designate John Block told some 700 American Farm Bureau Federation (AFBF) members, attending their 62nd annual convention Jan. 11-14, that "Governor Reagan . . . understands we have to have profitability in agriculture."

Block, speaking in a general session of Farm Bureau delegates in the New Orleans Superdome, said his priority "is to safeguard the interests of agriculture and serve as an agricultural advocate."

In doing this, he sees himself serving agriculture, agriculture, and consumer interests, he said.

LARRY MARSHALL

Marshall to edit

Crow publication

Larry Marshall, longtime western and staff editor for Western Livestock Journal and LIVESTOCK Magazine, has been named editor of LIVESTOCK Magazine.

The veteran cattle industry observer has been writing management articles for the magazine since he joined Crow Publications in 1973, and will bring exciting new leadership to the monthly publications, said Publisher Dick Crow. In making the announcement,

MARSHALL will continue to supply timely cattle industry articles for Western Livestock Journal, in addition to his new editorial duties.

The former western editor moved from Crow Publications' western office in California to the Denver headquarters last summer to assume additional editorial responsibilities on LIVESTOCK and other Crow publications.

We still feed our cattle too long and too fat, and I'm afraid if we continue much

longer, we would be out of business," he said. "Chain stores may not handle the product if they have to continue trimming fat."

Nebraska purebred breeder Gene Schroeder said the current USDA grading system is the single-most important factor in this dilemma because it controls how cattle are fed and the price received for them. Herb Elbers, cattle feeder from Werner, Neb., agreed and added that "In attempting to feed cattle to U.S. choice grade, we produce low cutting or yielding carcasses. We need grade changes which will move our target area into a more reasonable

range so fewer overfat animals will be produced."

The degree of marbling (specks of fat in the lean) is the major characteristic determining into which of the eight USDA grades a beef carcass will be placed.

For instance, USDA choice grade requires small to moderate amounts of marbling, while USDA "good" grade needs only traces to

(Continued on page 6)

## Government grading: Industry hands out grades of its own

Besieged by increasing production costs, keener competition from other meats, cost-conscious consumers and new processing and retailing methods, representatives of all segments of the U.S. beef industry attended the National Beef Grading Conference recently at Iowa State University.

William Farr, a cattle feeder from Greeley, Colo., said the beef industry has not been able to modernize its product as did the swine industry after World War II with the development of a meier hog.

"We still feed our cattle too long and too fat, and I'm afraid if we continue much

but warned it would be an austere budget and "there isn't going to be a lot of expansion in programs."

He said that farmers haven't had any incentive to produce the past three years, but predicted that given production incentive, the agriculture industry will respond.

AFBF President Robert Delano urged that President-elect Reagan give "high priority to his election campaign promise to end the grain embargo," which Delano termed "an economic and diplomatic disaster."

Delano, in his annual

(Continued on page 6)

NEWSPAPER (priority handling)

USDA begins grading update procedures...  
For story, see page 6



"Jake, we're both in a sweat... the bank examiner is here and has found I've loaned you \$30.00 more than the bank has on deposit!"

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AREA FIELD EDITORS

JOHN COOTE, P.O. Box 1651, La  
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6974

DOH DORIS, 3923 Five Mile Drive,  
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3217.

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## Farr urges industry to trim excess fat

By GLEN RICHARDSON

With interest rates threatening to choke off consumer buying power while stockmen face soaring prices and precarious supplies of grain, the livestock industry has been warned that the "evidence is overwhelming that the beef industry is producing far too much fat."

Speaking before meeting of the Mountain/Plains Meat Club that traditionally kicks off the National Western Stock Show, Denver, W.D. "Bill" Farr told more than 120 gathered to celebrate the show's 75th anniversary that "the cattle industry is not profitable and will not be profitable until some basic changes in cattle production are accom-



W.D. "BILL" FARR  
"The cattle industry is not  
profitable..."

plished."

Farr, who served as president of ANCA in 1970-71, and has been a director of the National

Western since 1949, warned that during the show's last 75 years except for the fed beef contest, most everything is still judged by its looks, color and appearance. "That has been the best technology we had."

The cattle cycle is not working as people predict, he suggested, because the cattle industry has not studied its markets.

"We are producing too much heavy fat beef the consumers don't want. The same consumers are refusing to buy the big extravagant automobiles. The price of wholesale beef tells us that the consumer is gradually choosing other foods."

Labor costs, transportation costs, refrigeration costs, all keep increasing. "Beef carcasses will soon be obsolete. All beef will be boxed and boned or the chain stores can't afford to handle it," Farr said.

"The simple fact that beef must fit a box means that slaughter cattle weights and finish must be as uniform as possible. The consumer or the restaurant both want smaller portions so that serving costs can be kept reasonable."

"Today it is hard to sell 1200 lb. steers because they don't fit the box and the demand," he argued.

Farr urged the industry to select as few breeds as possible. "Develop those breeds for only one purpose—to produce a 700-750 lb. steer as cheaply and quickly as possible on grass, then short feed the animal for 100-120 days to be killed at 1100 lbs."

"Efficient beef produc-

tion at minimum cost is the name of the game. It must be standardized to competitive with pork and poultry," he warned.

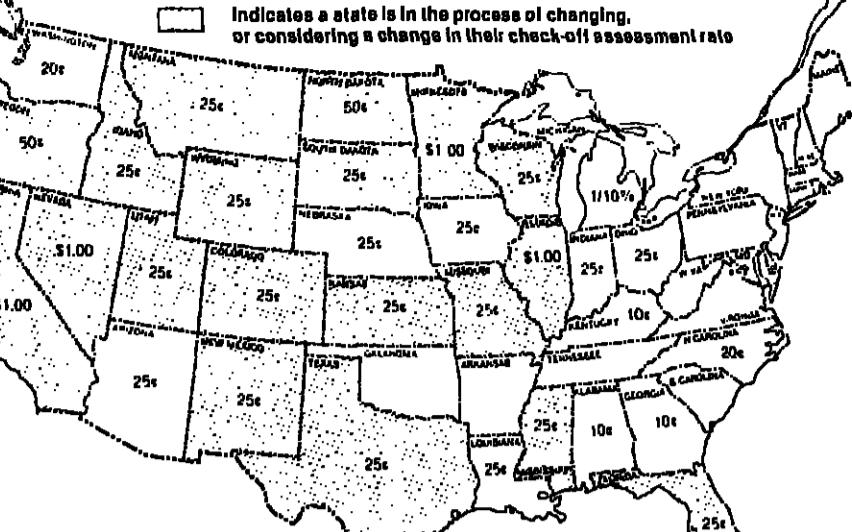
Functional efficiency of the animals is all that is really important. "If the industry responds quickly, beef will continue to be a major food. If the industry continues to drift in many different directions, we will continue to lose consumers," he concluded.

### Railroad expansion eases grains export

Record exports of grain and other agricultural products have been transported largely without problems for the past year, one mainly to expansion of railroad hopper cars and locomotives, says USDA.

With roughly 29,000 more jumbo covered grain hoppers in service than a year earlier and the larger locomotive fleet in history, American railroads have smoothly handled an additional 7.3 million bushels per week over the previous high volume in 1979, says the USDA.

Inland waterway im-



MAPPING OUT PROGRESS—The above U.S. map shows where each state is at in regard to check-off rates. The Live Stock and Meat Board reports progress in getting more funds for beef research and promotion.

## Warning: poisonous plants on rise

Stockmen, be prepared for an influx of poisonous plants this winter," warns Kirk McDaniel, extension brush and weed control specialist at New Mexico State University. Last summer's drought weakened range plants and denuded large areas of range.

Rain and snowfall has increased over most of New Mexico, and the soil moisture has allowed many species of annual plants to re-vegetate hard hit areas. The problem is that some of these plants are toxic to livestock. Cattle, horses and sheep will graze these plants because normally preferred grasses made little growth over the past year, McDaniel says.

Prevention is the best practice to reduce losses, McDaniel says. Toxic plants can be controlled by hoeing or spraying. You can also fence hazardous areas or by using animals which can safely clean the pasture.

If symptoms of poisoning occur, stockmen should immediately contact a veterinarian. If plants are in good condition, a high amount of perennial forage plants which offer heavy competition and a reduced number of toxic annuals, McDaniel says.

Toxic plants create a complex problem. A good

range-livestock management program which plans for drought and infestations of toxic plants will help prevent livestock losses, the specialist says.

It is important to remember that even on the best rangeland, infestation of toxic plants still occur along roads around watering areas, salt grounds and bedding areas.

### What's next for beef?

What's next in beef merchandising? Consumer acceptance of frozen beef, followed by central cutting, say representatives of John Morrell Co. and Swift and Co.

Speaking at a seminar on food distribution, the packing company representatives said central preparation of ease-ready beef is already here, but consumers have not fully accepted frozen beef. But, they added, as sales of microwave ovens climb and as meat distribution costs increase, frozen beef sales will increase.

## Check-off push makes headway

Twenty major beef-producing states have taken or are considering action to increase their beef check-off rates, according to a spokesman for the Beef Industry Council (BIC) of the National Live Stock and Meat Board.

Pringle also stressed the importance of a coordinated approach to beef market

development, involving national efforts by the Beef Industry Council of the Meat Board and in-state programs by beef councils.

When we were kids, our parents taught us how to meditate. They said, "Sit down and shut up."

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# Food safety for consumers carries heavy price in store

Consumers of foods from animals now have extensive assurance of the safety of these products as a result of laws and regulations enacted over the last several decades, but this progress has not been made without costs.

"With the effort to satisfy Food and Drug Administration requirements, and we still aren't done."

"Our inability to add trace quantities of this trace mineral to animal diets that are deficient in selenium has cost billions of dollars in reduced performance, sickness, and death of food animals," says Ulrey, an animal nutritionist at Michigan State University.

"Losses due to selenium deficiency in cattle and sheep alone have been estimated to exceed \$500 million in a single year—costs that have been added to the price of the meat and other products we derive from these animals."

All these effects show up in the market as increased prices consumers must pay for foods from animals.

The naturally occurring element selenium was discovered in 1967 to be an essential nutrient for animals, and two years later its addition to animal diets was authorized in New Zealand.

"But in the U.S., it has taken 22 years to gain approval from the Food and Drug Administration to add this nutrient to the diets of certain poultry, swine, sheep, and cattle," according to Duane Ulrey, a member of a task force of 16 scientists commissioned by the Council for Agricultural

Science and Technology (CAST) to prepare a report on the impact of government regulations on the use of chemicals in animal production.

"Our inability to add trace quantities of this trace mineral to animal diets that are deficient in selenium has cost billions of dollars in reduced performance, sickness, and death of food animals," says Ulrey, an animal nutritionist at Michigan State University.

"Losses due to selenium deficiency in cattle and sheep alone have been estimated to exceed \$500 million in a single year—costs that have been added to the price of the meat and other products we derive from these animals."

"If a company can't see enough of a market to more than recover its costs, it won't bother to seek approval. This means that our approval process prices products with minor though important uses out of the picture."

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The sturdy old pioneers who blazed the trail now have descendants who burn up the road.

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The sturdy old

# Government grading: Industry hands out grades of its own

(Continued from page 1)  
slight amount of marbling.

Daryl Tatton, professor of animal science at Colorado State University, said a majority of today's cattle are palatable to consumers regardless of the amount of marbling. Instead of living with a system that encourages over-fattening, he suggested de-emphasizing marbling to allow more cattle into the higher grades where they belong.

One way to de-emphasize marbling is to use outside fat thickness as an alternative, according to Mike Dikeman, professor of animal science at Kansas State University. He said research shows that a 0.4-inch fat thickness results in at least equal palatability to the choice grade. One possible grading change

could allow a cutout in the choice grade with either the current marbling requirement or 0.4 inch of fat thickness.

Where the fat thickness requirement is substituted, slight marbling should still be required. Dikeman said marbling should not be totally excluded from the grading system—no more than should other characteristics of maturity, lean color and firmness.

Using fat thickness as an alternative to marbling could cut feeding time 10 to 30 days. Carl Jensen, a cattle feeder from Everly, Iowa, said some advantages to this might include reducing the beef tonnage in the country, which might help raise prices a bit, a leaner product with better yield grades and faster turnover

in the feedlot.

Representing the consumer advocate point of view, Thomas B. Smith, research director of the Community Nutrition Institute, Washington, D.C., said the major concern of consumers is price—and it will be price which will dictate whether beef, pork or poultry will come out on top. He added that the beef industry is locked into a high-cost market because of the grading system which discriminates against lean beef and lower prices. If the trend continues, the industry could price itself into a specialty market in 10 to 20 years.

Smith sees no problem with modernizing grades. Few consumers know about grades under prime and choice anyway, so changes would result in a minimum of confusion. One alternative would be to lower the choice grade to include all or some of the good grade. Another possibility would be change the name of the good grade to a more appealing "choice-lean" or "choice-lite." The standard grade could be called "USDA lean." Smith said

such newly named grades should be promoted as the lean cuts they are. More consumers will buy lean beef if it is available.

A possible indication of the importance of leanness to consumers was illustrated in a national survey conducted by Safeway Stores. Frank Stribar, vice president for meat merchandising at Safeway, said two-thirds of the 3300 families surveyed thought beef in the higher choice grade was leaner than beef in the good grade, when the exact opposite is true.

Other presentations were given at the 2½-day conference on new technologies and methods, the process and politics of implementing grade changes, the future of cattle production in the U.S. and the innovative merchandising of beef's competitors, among others.

The National Beef Grading Conference was sponsored by the National Cattlemen's Assn., the Iowa Beef Industry Council, the Iowa Cattlemen's Assn. and Iowa State University, and co-sponsored by 12 state beef councils. More

than 300 persons from 32 states and two Canadian provinces representing cattle feeders, purebred breeders, packers, purveyors, retailers, processors, consumers, researchers and the USDA debated what changes, if any, are needed in USDA beef grading specifications and procedures.

William Zmolek, ISU extension livestock specialist and coordinator of the milestone conference, said the goal of the meeting was to create an awareness of problems in the beef industry related to grading and to provide a source of information upon which future proposals could be based.

W.T. Berry, executive vice president of the National Cattlemen's

GLEN RICHARDSON

## Comments

(Continued from page 1)

Whether those approvals do go forward will be a true test of the transition process for the animal drug industry and livestock producers.

GLEN RICHARDSON



ELECTED—Harlan Oltjen, a farmer and rancher from near Everest, Kan., was elected Kansas Livestock Assn. President-elect at the annual KLA convention in Wichita. Oltjen's farming operation consists of soybeans, corn and wheat. He also feeds cattle in commercial feedlots in Texas and Kansas.



PRESIDENT—Jim Ungles, a farmer and rancher from near Satanta, Kan., has been elected president of the Kansas Livestock Assn. Ungles, who succeeds Kenneth Knight of Lyons, was elected president of the 8000 member association at the annual KLA convention in Wichita.

# Concern grows for sinking water lines

Parts of the Midwest are entering their third year with reduced stream flow and declining water tables as a result of below-average precipitation, the National Weather Service in St. Louis, Mo., said, according to CNS.

Most of Nebraska, western Iowa, eastern Kansas, central and eastern South Dakota and nearly all of Missouri had moisture deficits of five to 13.00 inches (125 to 325 mm) in 1980. This precipitation represented 56 to 96% of normal, with most midwestern areas reporting 70 to 75% of normal.

Although sporadic dry spells have affected the Midwest during the past 30 years, the current drought has lasted since the fall of 1979. There is considerable concern for major stream flows this year because there is no snow cover in any of the affected areas, particularly the more northern states. In those states, snowfall is the main source of stream flow, the NWS said.

The National Weather Service reports current conditions in the principle basin as follows:

- Osage Basin, Kansas-Missouri: Below-normal stream flow, reservoirs near normal, soil conditions moderately dry;

- Kansas Basin, Kansas: One-third to one-half normal stream flow. Reservoirs below normal. Soil moisture low, particularly in the west.

- The main stem of the Missouri: Flow in the upper Missouri near normal but well below flows in 1978 and 1979. About one-half of the current flow coming from releases at Gavins Point Dam. Storage at the Gavins Point Dam could maintain normal stream flow for another year.

- James and Sioux Basin, South Dakota: Stream flow slightly below normal. Soils dry to very dry;

- Platte Basin, Nebraska: Stream flow below normal.

## Making a change... red tape wheels roll

In about 60 days, the USDA will begin the formal procedure that could ultimately change the U.S. beef grading system, a top Food Safety and Quality Service official said, according to CNS.

The official, FSQS deputy administrator, Michael Huggins, told CNS that the meat quality division would have an opinion paper identifying beef grading issues to present to USDA officials in about two months. Presentation of the opinion paper is the first of a four-part process that USDA must go through to implement new or revised regulations.

Huggins said the paper would include the views of the various industry segments and consumers that would be affected by beef grading changes. FSQS has done only minimal preliminary work on grading changes at this time, he said, because the department is waiting until new USDA leadership takes effect later this month.

Speaking before a National Beef Grading Conference in Ames, Iowa, Huggins said grading ideas discussed during the three-day conference will have a significant impact on the FSQS decision-making process.

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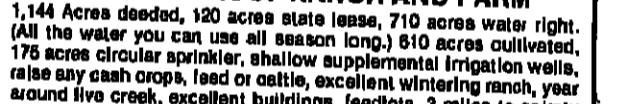
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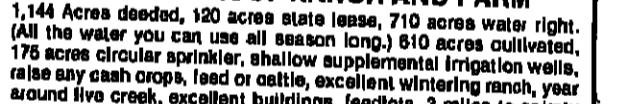
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